PROBLEM SPACE

WHO & CONTEXT

Extroverts and introverts working together in small team settings on creative projects.


After a few brainstorming sessions and research, we decided to focus on introverts and extroverts in a team setting. In a team setting, people who are extroverted can perceive their introverted teammates as lazy or as if they don't care, don't have anything to say, etc. On the other hand, introverts can view their extroverted teammates as loud and bossy and as people who don't take time to think things through.

We decided that we wanted the core of our project to focus on improving the understanding between introverts and extroverts in a team setting.
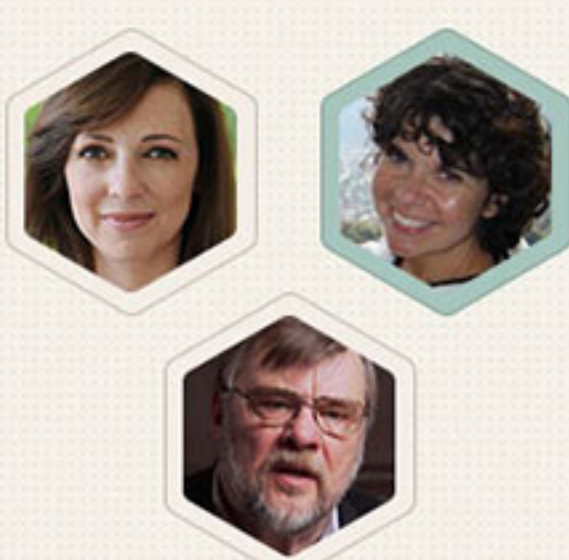
RESEARCH

SUSAN CAIN : QUIET
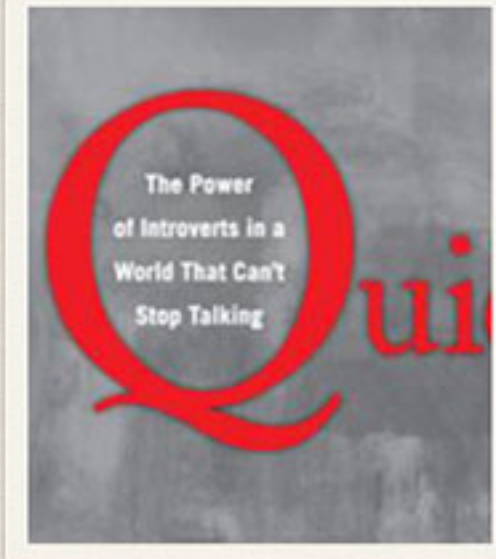
"Introverts tend to work better and more creatively alone where they are free to focus on specific goals."

LAURIE PK : INTROVERT PROBLEMS

"Introverts can feel unbalanced or emotionally unstable"

RICHARD HACKMAN : GROUP TASKS

"Team structure results from tasks which have variety, a group that is not too large, and strong norms that specify appropriate behavior."

From our research, we discovered insights as to how introverts and extroverts prefer working and in which conditions they perform best. We discovered that each group's optimal condition is the exact opposite of the other. Extroverts thrive on social interaction while introverts are drained by it.

From Susan Cain's book, Quiet, we learned about the extrovert idea and how it's changed the fabric of the American workforce. We also learned that small teams with diversity in skills and personality provide the best results.

PERSONAS

EMMA AND MICHAEL

Before ideation, we created two personas based on our research in order to influence our future concepts.

Extrovert - Michael, 26 years old, designer

Michael is a very social, confident, and outgoing person. He feels comfortable around lots of other people and feeds off of others' energy. He does best when he is able to think out loud. In meetings, he is always the person standing in front of the group leading the meeting. He enjoys collaborating with his teammates and feels that he can generate and evolve many of his great ideas better when discussing them with others. When he is working in a team with a quiet team member, he usually feels frustrated because he feels that the quiet team member is not contributing or pulling their weight in the project. At the same time, he finds himself enjoying working with quiet team members because they do not talk up much and he is usually able to get what he wants in terms of project decisions.

Introvert - Emma, 24 years old, designer

Emma is a quiet, calm, and reserved person. She enjoys social situations, but only for short periods of time because socializing can become very draining after a while. After too much time of social interaction, she likes to spend time alone with her thoughts. In meetings, she is usually one of the quietest people in the room. She sometimes becomes overwhelmed if she is working with a team member who likes to talk a lot with little time to think. She prefers writing or sketching out her ideas before verbally expressing them. When she is working with a talkative team member, she sometimes feels overstimulated and needs time to think about and digest what her teammate is saying. She often becomes frustrated because the person leading the meetings is too sporadic. She prefers working a little slower and deliberate and finds it helpful to concentrate on one thing at a time before moving on.

IDEATION

EXEMPLARS

Through exploring existing digital collaboration tools, we started brainstorming some of our own ideas.
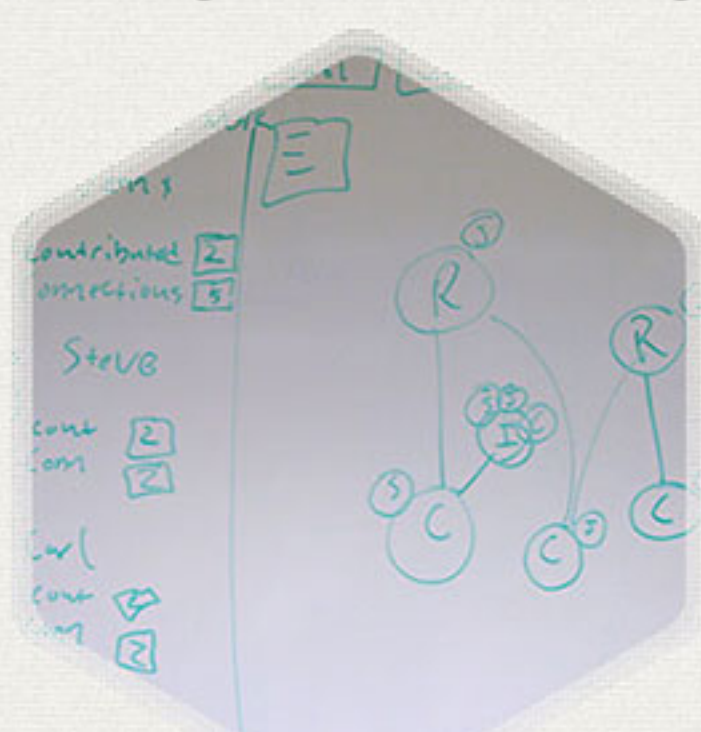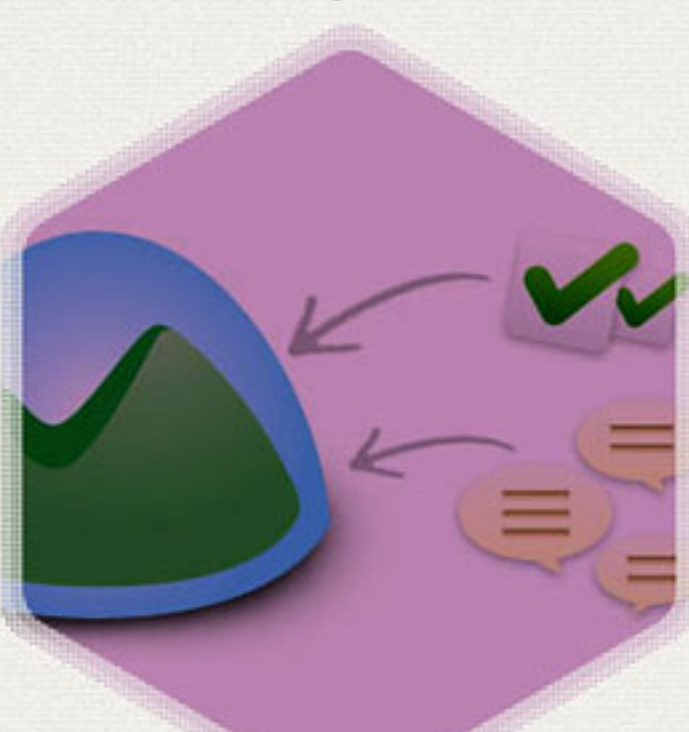
Using our research-based personas as leverage, we moved forward into a stage of ideation which involved the collection of collaborative tool exemplars. Using existing designs such as "Basecamp," we practiced the method of re-appropriation in order to design a new collaboration tool that would meet the needs of our personas and potential end users.

For our system, we knew it would be important not only to provide introverts and extroverts a platform for action, but also during and post action reflection, and thus change the perspectives of each party.
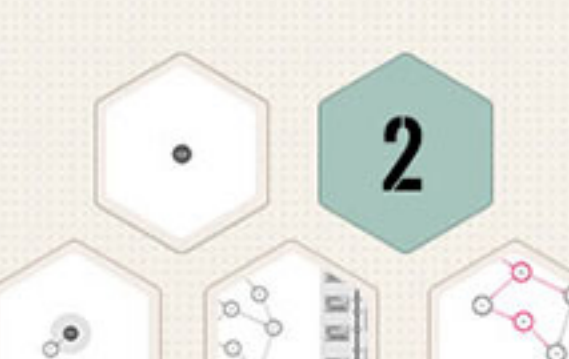
CONCEPT

1   A NEW PROJECT

The team will start with a fresh timeline and map. From here items can be plotted on the timeline and then dragged onto the map canvas to create a node.

2   ADDING TO THE TIMELINE

By clicking on the timeline, a new item is added with the current timestamp. Team members who add new items to the timeline will be able to upload files, tag team members, select a category, and type a display title. If in a rush, the team member can choose one of the options and come back later.

3   CONNECTING NODES

By dragging and dropping items from the timeline onto the map, new nodes are created. In order to attribute influential nodes, team members can drag one node next to another which will trigger a proximity ring indicating that a connection will be made on drop.
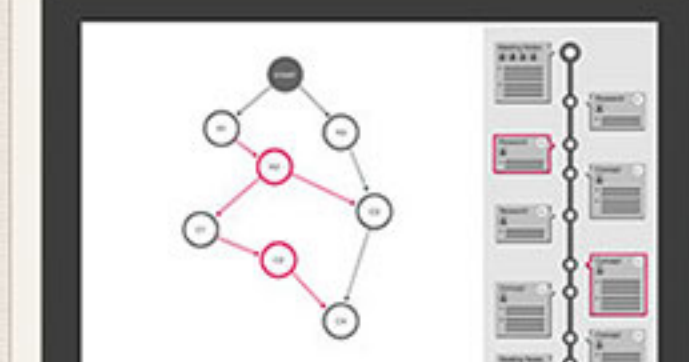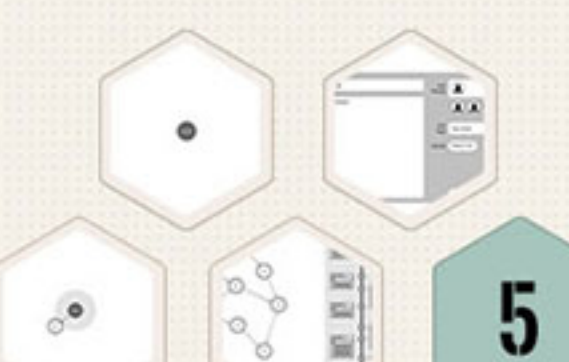
4   SHIFTING FOCUS

As nodes are added, the map will shift in form in order to highlight the central contribution. In the case of a design team, it could end up being a final concept, but whatever the use, the nodes with the most attributed connections will gravitate towards the center of the map.

5   TEAM REFLECTION

After selecting a team member, his/her nodes will be highlighted as well as they posts on the timeline. This makes the reflection of a team member's contributions during and after a project is completed easier. Apart from helping teammates see the value in each other, an individual can also use this map to see areas they might improve apon.

Our final concept leverages existing timeline designs but adds an additional layer for tracking team contributions and attributing group resources as inspiration. Therefore, the key aspect of our design is the connection of the various nodes on a team's map. Using the filtering options, team members can not only see how they have influenced the group's direction but also track the contribution of others.